



# Paradise Valley Police Department DDACTS

(Data Driven Approaches to Crime and Traffic Safety)

## Program Overview

DDACTS is an operational model that uses integration of location-based crime and collision data to establish effective and efficient methods for deploying law enforcement resources. Using data to identify areas that have high incidences of crime and collisions, DDACTS uses traffic enforcement strategies that play a dual role in fighting crime and reducing collisions and traffic violations. Drawing on the deterrent of highly visible traffic enforcement and the knowledge that crime often involves the use of motor vehicles, the goal of DDACTS is to reduce the incidence of crime, collisions, and traffic violations in Paradise Valley. DDACTS analyzes and addresses long term crime and traffic collision trends, unlike Compstat, which is designed for short-term crime issues. Information and case studies on DDACTS are available online and have demonstrated the value of DDACTS, in crime and collision reductions.

<https://one.nhtsa.gov/Driving-Safety/Enforcement-&-Justice-Services/DDACTS-test>

## Definitions

DDACTS Zone – a specific geographic area for DDACTS program enforcement and community education and partnership, determined through data analysis of specific crimes and collisions for a four year historical period.

## Goals

- Conduct high enforcement contacts and high visibility within the DDACTS Zone
- Reduce crimes within the DDACTS Zone
- Reduce traffic collisions within the DDACTS ZONE

## **Program Management**

DDACTS in Paradise Valley, AZ consists of the seven guiding principles of DDACTS. This includes: *(1) partners and stakeholder participation, (2) data collections, (3) data analysis, (4) strategic operations, (5) information sharing and outreach, (6) monitoring, evaluations, and adjustments, and (7) outcomes.* DDACTS is managed within the Patrol Division by the Patrol Lieutenant, the Patrol Supervisors and our Crime Analyst.

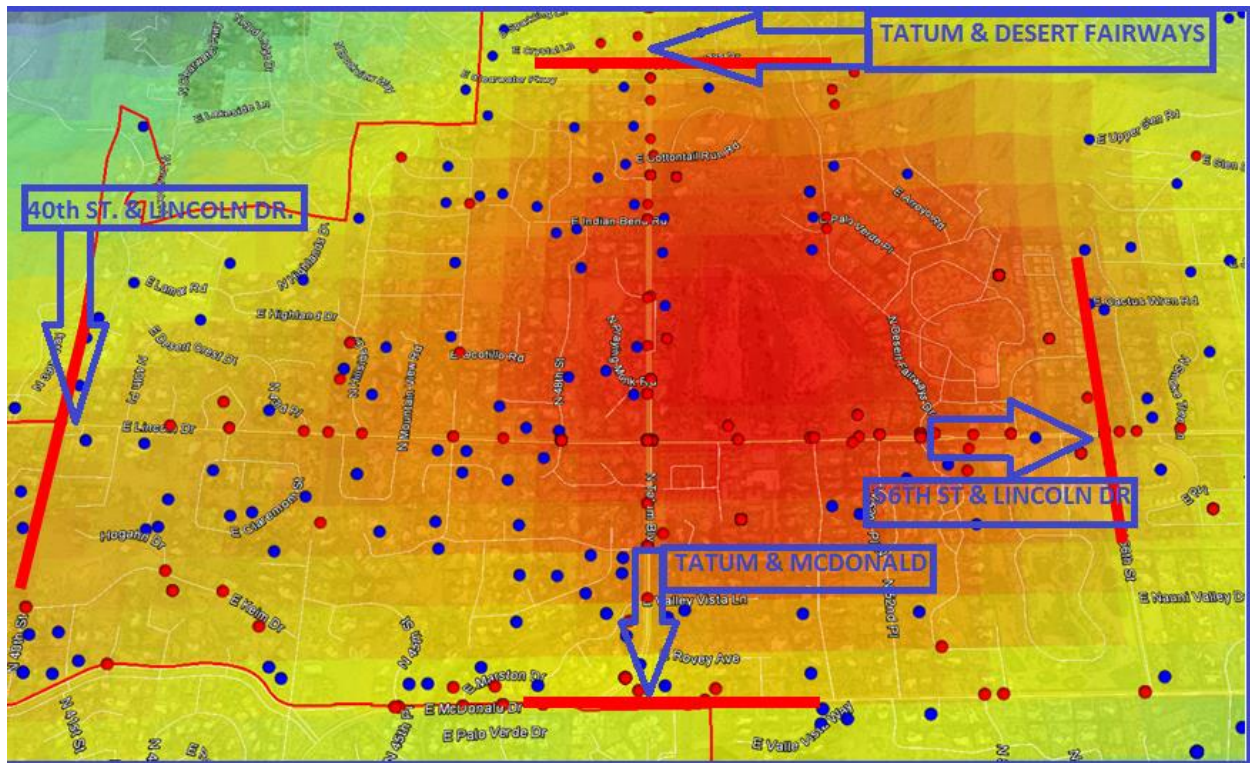
- Partners and Stakeholders – Partnership among law enforcement and local stakeholders are essential and provide opportunities and support for decreasing social harm and improving the quality of life in Paradise Valley.
- Data Collection/Data Analysis – Gathering accurate information for collisions and crime based on location.
- Strategic Operations – Based on the analysis we are able to identify high activity where collisions and crime may occur to develop a DDACTS Zone; we then target this Zone with strategic, highly visible traffic and other enforcement efforts.
- Information Sharing and outreach – Share the DDACTS model externally and internally through social media outlets, flyers and other tools that are used to communicate with the community, such as the “Code Red” system. We will also encourage residents to report any criminal activity, suspicious activity and traffic concerns in the area.
- Monitoring, Evaluation, and Adjustments – Data collection and analysis will allow supervisors to monitor, evaluate, and adjust strategic operations.
- Outcomes – Goals and objectives that are used to assess effectiveness.

## **Intelligence Gathering and Data Analysis**

The Crime Analyst is responsible for gathering four years of historical data on collisions and crime. The specific crimes being analyzed under this program are: residential burglaries, vehicle burglaries, thefts and theft of vehicles. An analysis of these crimes and of collisions determined where the DDACTS Zone is going to be located.

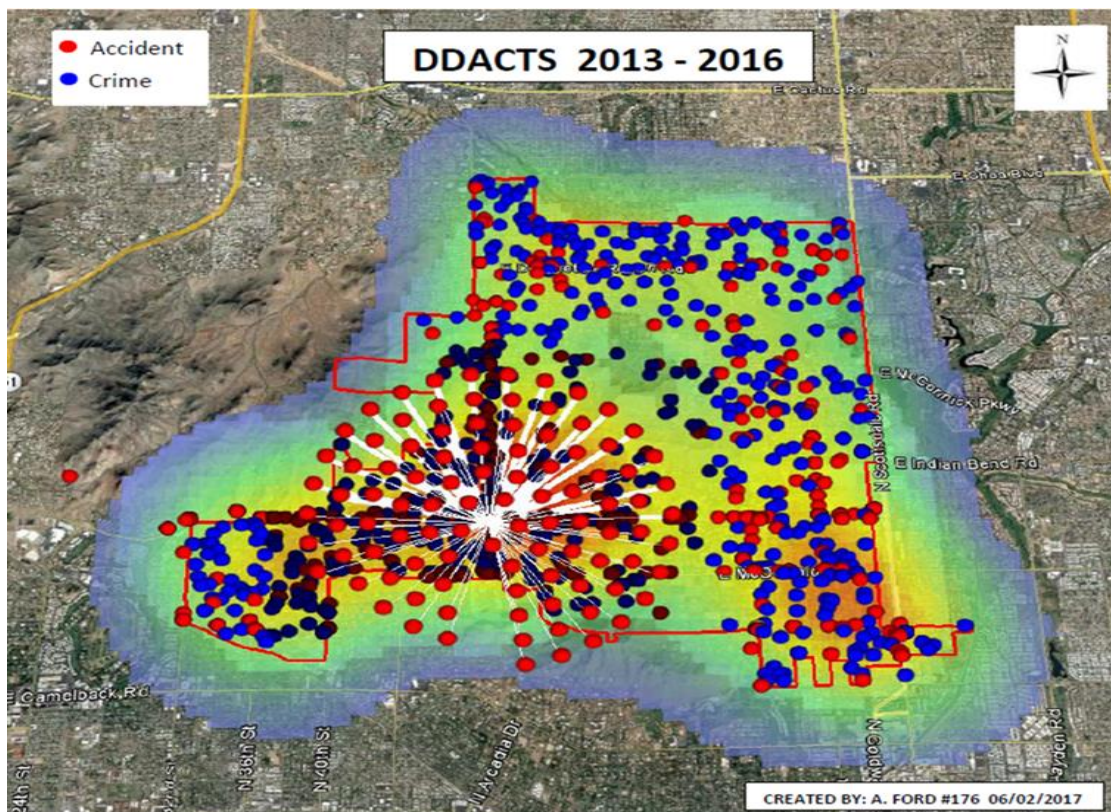
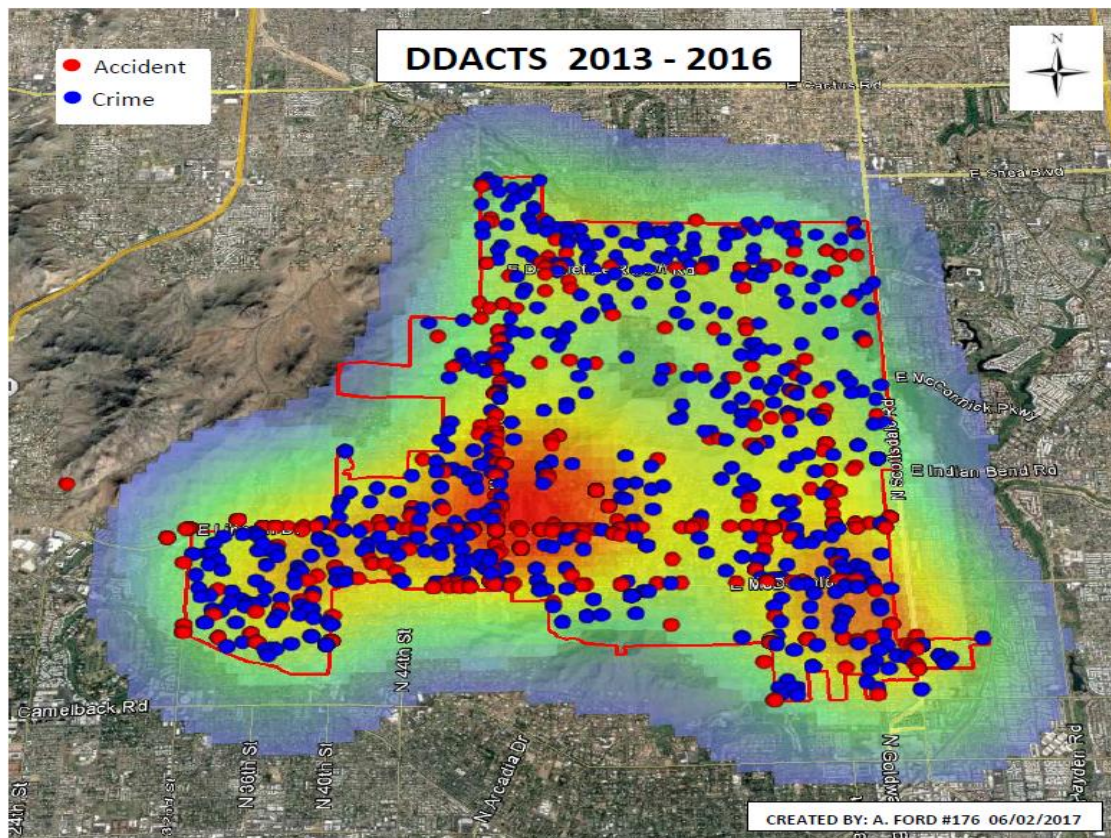
The Crime Analyst has extracted data for the period of January 2013 to December 2016, providing a four year historical average and mapped the clusters of the mentioned specific crimes and collisions and from this the DDACTS Zone was developed. The DDACTS Zone is located in the southwest portion of Paradise Valley and it is approximately 2.5 square miles. The furthest west boundary of the zone is at Lincoln and N. 40<sup>th</sup> St. and the east boundary is located at Lincoln Dr. and 56<sup>th</sup> St. The north boundary is at Tatum Blvd and N. Desert Fairways Dr. and the south boundary is located at N. Tatum Blvd and E. McDonald Dr.

## DDACTS ZONE





The historical map of the 2013-2016 collisions and crimes are located below:



The Crime Analyst will not only complete the historical evaluation based on the specific crimes and collisions, but will also obtain current information on the work that is being done within the DDACTS Zone. Information on data as to what is occurring within the DDACTS Zone will be provided to patrol on a regular basis.

## **Enforcement**

For a more efficient use of resources in addressing traffic collisions and crime, the Paradise Valley Police Department will be using highly visible enforcement in areas where the incidences of traffic crashes and crimes overlap. Through highly visible traffic enforcement, poor driving behavior can be changed, while simultaneously, creating an environment that is uncomfortable for criminals.

Patrol officers will be the primary personnel deployed into the DDACTS Zone. Each officer will be required to spend a minimum of 1 hour of their week in the DDACTS Zone. This will consist of at least a minimum of two 30 minute shifts inside the Zone per officer each week. This should provide for a minimum of 24 hours of police presence every week inside the DDACTS Zone. The purpose is to have a regular police presence each day and that presence will be shown through traffic enforcement, suspicious subject stops and education measures.

When officers are actively working inside the DDACTS Zone they will create a call for service labeled “DDACTS” and will stay assigned to that call until they conduct self-initiated activity. This self-initiated activity could be things such as traffic stops, suspicious person stops, citizen contacts, etc. Once the self-initiated activity is completed the officer will provide a disposition of “DDACTS” and any other disposition that applies to their activity, such as “citation or warning” and police dispatch will then reassign the officer back to the “DDACTS” call for service. While in the DDACTS Zone officers should be actively engaged in enforcement for a minimum of 30 minutes.

The DDACTS enforcement efforts will be from June 6, 2017 to June 6, 2018 and then reassessed.





# Paradise Valley

## Police Department



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[paradisevalleypd.com](http://paradisevalleypd.com)

The Paradise Valley Police Department is implementing DDACTS (Data-Driven Approaches to Crime and Traffic Safety). DDACTS is an operational model that uses the integration of location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources. The goal is to reduce the incidence of crime, crashes and traffic violations in the community.

To accomplish this goal, we are conducting highly visible traffic enforcement in this area. We need your assistance to make this program a success. We respectfully request you to contact us with information about any criminal activity, suspicious activity, traffic concerns or anything else you believe will help in your neighborhood. Learn more at [paradisevalleypd.com](http://paradisevalleypd.com).

Thank you for your time and assistance!

**To report an in-progress  
event or file a police report**

**Emergencies:** 911

**Non-emergency:** (480) 948-7418  
[paradisevalleypd.com](http://paradisevalleypd.com)

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